

THE EXPAT MM2H GUIDE 2012



THE PUBLICATION

The Expat Group is actively involved in marketing the Malaysia My Second Home (MM2H) programme. Our research shows MM2H visa holders can contribute billions of ringgit to the Malaysian economy. This will benefit any company with products and services of interest to expats living or moving here.

We have an established reputation as the leading company providing information and support to English-speaking foreigners living in Malaysia or thinking about coming here. Our CEO Andy Davison spent 25 years travelling the world as an expat before settling in Malaysia and starting *The Expat Group*. More expats read our oldest publication, *The Expat*, than any other magazine in Malaysia.

Our involvement with the MM2H programme is extensive and has included promotional trips overseas, advisory roles to the Malaysian government and a heavy interaction with the MM2Hers living in Malaysia.

Our dedicated website, www.MM2H.com, has a free help desk which has helped thousands of foreigners with questions about the programme. We have nearly 3000 people registered on the website for our free e-newsletter about the programme. As an approved agent for the programme, we have helped dozens of people obtain the MM2H visa.

The *MM2H Guide* is the only publication dedicated to explaining the programme and giving an overview of what Malaysia has to offer foreigners. It is an excellent way for Malaysian companies to introduce their products and services to this affluent group of new residents. Make sure you create awareness of your company before they move here, not after your competitors have reached them first.

CONTENTS

This annual guidebook contains over 40 pages of extensive information about living in Malaysia. Not just the terms and conditions of the programme, but also the many factors which make Malaysia an attractive place to live – cost of living, climate, people, language, property, food, entertainment, living conditions and much more. It also includes frequently asked questions and testimonials from people living here with MM2H visas.

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dedicated to explaining
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DISTRIBUTION

The *MM2H Guide* is published once a year. We produce a minimum of 8,000 copies of the publication.

It is distributed through multiple channels including:

- The MM2H One Stop Centre in the Ministry of Tourism.
- Selected companies and associations overseas.
- Expat associations, embassies and hotel business centres in Malaysia.
- Visitors to www.MM2H.com, one of the most active MM2H websites.
- Readers of *The Expat* magazine.
- Malaysian consultants, property companies and other organisations wanting support material for their own sales.
- Exhibitions, property events and at presentations made by *The Expat Group*.

ADVERTISING RATES

ADVERT FORMAT	DIMENSIONS	RATE (RM)
Back Cover		10000
Inside Front Cover	Text 265mm (H) x 180mm (W)	8000
Inside Back Cover	Trim 297mm (H) x 210mm (W)	7500
Full Page	Bleed 305mm (H) x 215mm (W)	6900
Half Page (Horizontal)	130mm (H) x 180mm (W)	3700
Half Page (Vertical)	265mm (H) x 85mm (W)	3700
One third page (Horizontal)	80mm (H) x 180mm (W)	2600
One third page (Vertical)	265mm (H) x 55mm (W)	2600
Quarter Page	130mm (H) x 85mm (W)	2000
Panel	45mm (H) x 180mm (W)	1500

ARTWORK FEE:

Charge will depend on work involved.
Ranges from RM300 – RM800

ARTWORK SUBMISSION:

- PDF format – 300dpi.
- InDesign & QuarkXpress – save with high-res pictures and fonts.
- Illustrator – text must be outlined and saved together with high-res pictures if pictures are not embedded.
- Photoshop psd/eps/jpeg – 300dpi.
- Colour proof must be provided. No film output accepted.
- *The Expat* magazine (*Borneo Vision Sdn Bhd*) cannot assume liability in the event of faulty artwork from client.

BOOKING DEADLINE: 17th February 2012

NB: All prices are subject to 6% government sales tax